

AGREEMENT REGARDING USE OF PROMOTIONAL MATERIALS

This agreement is entered into as of _____, 1998, by and between International Merchandising Corporation ("IMC"), as agent for and on behalf of Philip Morris Incorporated ("Philip Morris") and _____ (the "Bowling Center") pursuant to which the **1998 BASIC Bowling Promotion** will be conducted at the Bowling Center from _____, 1998 to _____, 1998.

The Bowling Center acknowledges and agrees that **BASIC** promotional and point of sale materials are intended for adult smokers. In consideration of receiving **BASIC** point of sale and promotional materials, the Bowling Center agrees to abide by all restrictions and instructions concerning the placement of such point of sale and promotional materials made known to the Bowling Center by the Bowling Proprietors' Association of America, IMC or Philip Morris Incorporated which are intended to achieve placement and distribution to reach the intended audience. The Bowling Center further agrees that all promotional materials, other than posters, counter cards and brochures and ashtrays, will only be placed in the bar area of the Bowling Center.

ACCEPTED AND AGREED
AS OF THE DATE HEREOF:

[BOWLING CENTER]

INTERNATIONAL MERCHANDISING
CORPORATION, as agent for and on
behalf of Philip Morris Incorporated

By: _____

By: _____

Title: _____

Title: _____